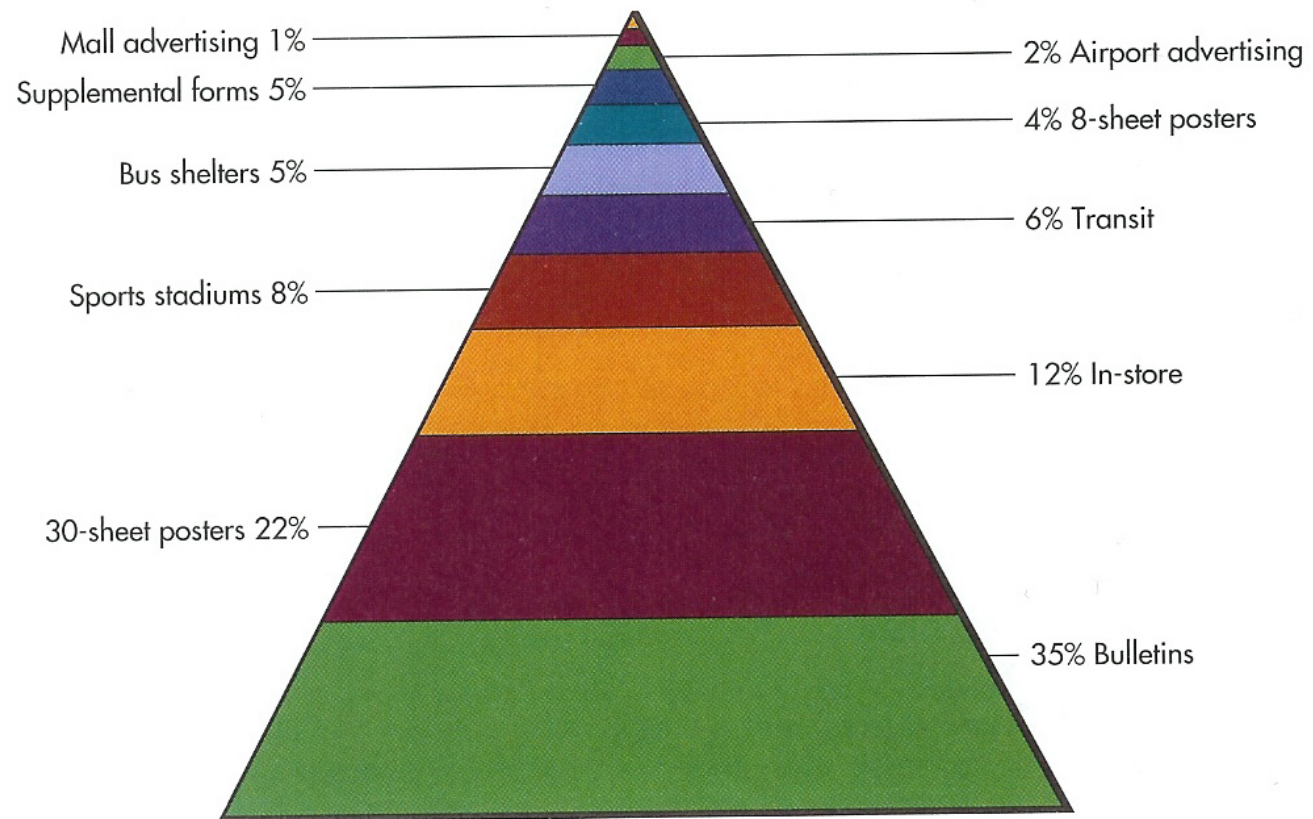


**Using Out-of-Home, Exhibitive,
Specialty, and Supplemental Media**

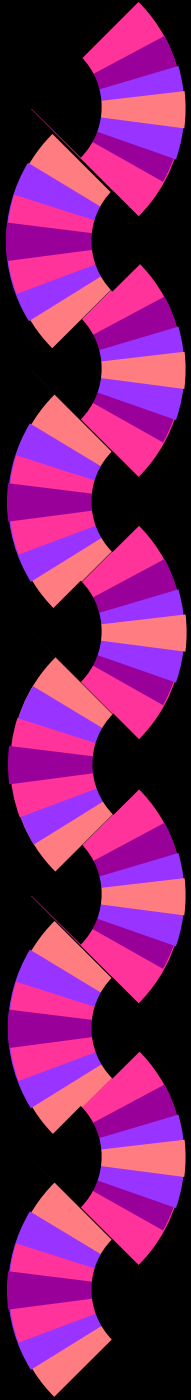


Out-of-Home Media

- ♦ Media (over 30 different types), such as outdoor advertising and transit advertising, that reach prospects outside their homes.



OUTDOOR ADVERTISING





Outdoor Advertising

- ◆ Growth is expected to continue as advertisers seek alternatives to declining audiences and ad clutter of other mass media forms.
- ◆ Greatly enhances awareness of and/or reinforces the advertiser's core message with high frequency at a very reasonable cost.
- ◆ *Standardized outdoor advertising* uses scientifically located structures to deliver an advertiser's message to markets around the world.
 - In U.S., there are approximately 390,000 outdoor ad structures owned and maintained by 3,000 outdoor advertising companies, called *plants*.



Pros & Cons of Outdoor Advertising

◆ Pros

- Accessibility.
- Reach.
- Frequency.
- Geographic flexibility.
- Demographic flexibility.
- Cost.
- Impact.
- Creative flexibility.
- Location.

◆ Cons

- Fleeting message.
- Environmental influence.
- Audience measurement.
- Control.
- Planning and costs.
- Availability of locations.
- Visual pollution.



Creating Outdoor Advertising

- ◆ Generally viewed from 100 to 500 feet away and by people in motion.
- ◆ Must be simple, brief, and easy to discern.
 - Large illustrations.
 - Bold colors.
 - Simple backgrounds.
 - Clear product identification.
 - Easy-to-read lettering.



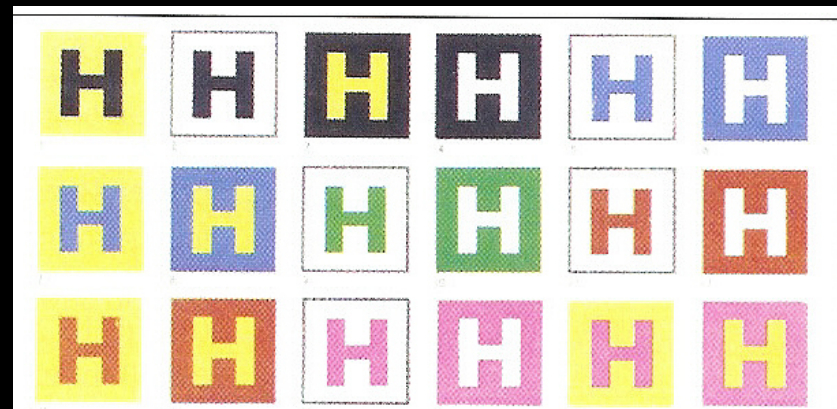
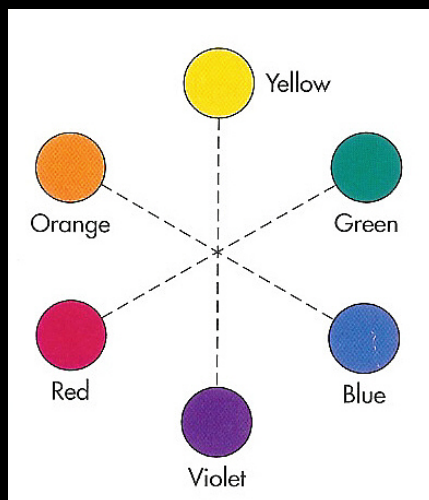
Type in Outdoor Advertising

- ◆ Recommended maximum is 7 words.
- ◆ Spacing between letters and words should be separated to reduce confusion.
- ◆ Simple sans serifs are the most effective.
 - Ornate typefaces are too complicated.
 - Bold typefaces appear blurred.
 - Thin typefaces seem faded.

Most readable	Least readable
Upper & Lower Case	ALL UPPER CASE
Regular Kerning	Tight Kerning
Bold Face	Light Face
Uniform Thicknesses	Too Thick & Thin

Color in Outdoor Advertising

- ◆ Designer should seek high contrast in hue (identity of color) and value (lightness or darkness) to make more readable.
 - Colors adjacent to each other on the color wheel provide a poor contrast; colors across from each other strong, effective contrast.
 - White goes well with dark colors.
 - Black is good with light colors.





Types of Outdoor Advertising

- ◆ *Bulletins* measure 14 by 48 feet, plus any extension, and may carry either painted or printed messages.
 - Good where traffic is heavy and visibility is good.
 - Work best for long-term use.
- ◆ *30-sheet poster panels* (standard billboards) measure 12 by 25 feet and usually change every 30 days.
 - Basic outdoor advertising structure.
 - Messages are printed on standard poster sheets, which are mounted by hand on the panel.
 - Stock papers are ready-made, 30-sheet posters, that can be purchased at a reduced cost.
 - Usually used by local florists, banks, etc., who simply place their name in the appropriate spot.



Types of Outdoor Advertising

- ◆ *Eight-sheet posters* (junior billboards) offer a 5 by 11 foot printing area on a panel surface 6 feet high by 12 feet wide.
 - Concentrated in urban areas, where they can reach pedestrian and vehicular traffic.
 - Used by many local advertisers, like manufacturers of grocery products.
 - Excellent medium for coverage close to the point of purchase.
- ◆ *Spectaculars* are giant electronic signs that incorporate movement, color, and flashy graphics to grab attention in high-traffic areas.
 - Very expensive to produce.
 - Found in the world's largest cities, such as Tokyo and Las Vegas.



Buying Outdoor Advertising

- ◆ As a rule of thumb, a standard billboard costs around \$500 per month, offering the lowest cost per thousand of any major mass medium.
- ◆ Basic unit of sale for billboards/posters is *100 gross rating points daily* or a *100 showing*.
 - One rating point equals 1 percent of a particular market's population.
 - Buying 100 gross rating points does not mean the message will appear on 100 posters; it means the message will appear on as many panels as needed to provide a daily exposure equal to the market's total population.
 - Achieves a daily reach of about 88.1% of the adults in a market over a 30-day period.



Buying Outdoor Advertising

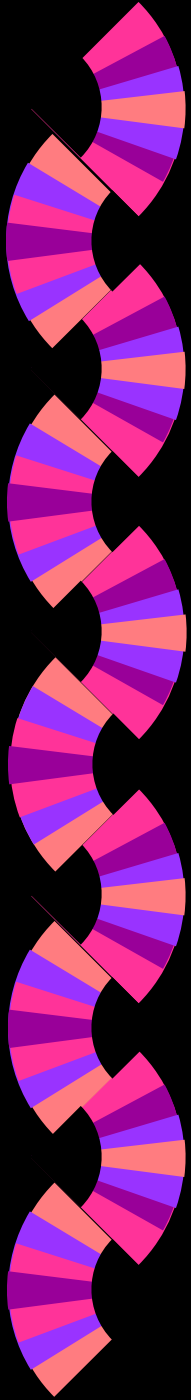
- ◆ Location is everything in outdoor advertising.
 - Advertisers that want more saturation can increase the number of posters or purchase better locations to achieve 200 or 300 GRPs per day.
 - Global positioning systems (GPS) are used by outdoor companies to give the exact latitude and longitude of particular boards using satellite technology.
 - Media buyers can integrate this information with demographic market characteristics and traffic counts to determine the best locations for their boards.
 - Some outdoor companies provide digitized video of their locations so the buyer can see the actual board and the environment in which it is located.



Regulation of Outdoor Advertising

- ◆ Highway Beautification Act of 1965 controls outdoor advertising on U.S. interstate highways and other federally subsidized highways.
 - Enacted partly in response to consumer complaints that outdoor advertising was spoiling the environment.
 - Caused the image of outdoor advertising to improve dramatically.
- ◆ Each state regulates, administers, and enforces outdoor advertising permit programs through its department of transportation.
 - Some states prohibit all outdoor advertising.

TRANSIT ADVERTISING





Transit Advertising

- ◆ Includes bus and taxicab advertising, as well as posters on transit shelters, terminals, and subways.
- ◆ Not considered a major advertising medium.
- ◆ More attractive to national marketers because it reaches middle- to lower-income urban consumers and provides supplemental coverage of these groups.
- ◆ Attractive to local advertisers because allows retailers to expand their reach inexpensively, and they often receive co-op support from national marketers



Pros & Cons of Transit Advertising

◆ Pros

- Long exposure.
- Repetitive value.
- Eagerly read messages.
- Low cost.
- Creative flexibility.
- Need satisfying.
- Environmentally sensitive.

◆ Cons

- Status.
- Crowded environment.
- Selectivity.
- Clutter.
- Location.
- Creative restrictions.



Types of Transit Advertising

- ◆ *Transit shelter advertising* is a newer form of out-of-home media, where advertisers can buy space on bus shelters and on the backs of bus-stop seats.
- ◆ *Terminal posters* are one-sheet, two-sheet, and three-sheet posters in many bus, subway, and commuter train stations, as well as in major train and airline terminals.
 - Usually custom designed and include attention getters, like floor displays, island showcases, illuminated signs, dioramas (3D scenes), and clocks with special lighting and moving messages.



Types of Transit Advertising

- ◆ *Inside cards* are normally 11 by 28 inches and are placed in a wall rack above the windows of a bus.
- ◆ *Car-end posters* are transit advertisements of varying sizes, positioned in the bulkhead.
- ◆ *Outside posters* include a variety of transit advertisements appearing on the outside of buses, including king size, queen size, traveling display, rear of bus, and front of bus.
- ◆ *Taxicab exterior advertising* consists of two-side posters positioned on the roofs or rear doors of taxis that are internally illuminated



Buying Transit Advertising

- ◆ Cost depends on length and saturation of showing and size of space.
 - Rates vary extensively, depending on the size of the transit system.
- ◆ Showing is the unit of purchase
 - Full showing means that one card will appear in each vehicle in the system.
 - Space may also be purchased as half or quarter showing.
 - Rates usually quoted for 30-day showings, with discounts for 3-, 6-, 9-, and 12-month contracts.
- ◆ Advertisers supply cards at their own expense, but transit company can help with design and production.



Buying Transit Advertising

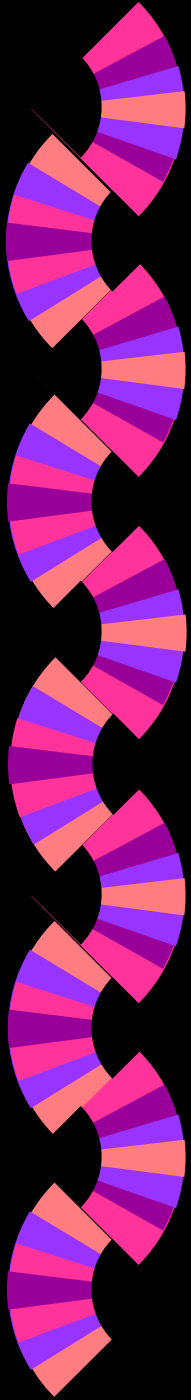
- ◆ Special Inside Buys

- *Basic bus* is all the inside space on a group of buses.
- For an additional charge, *take-ones* can be affixed to interior ads for passengers to request more detailed information, send in application blanks, or receive some other benefit.

- ◆ Special Outside Buys

- *Bus-o-rama signs* are jumbo full-color transparencies backlit by fluorescent tubes and running the length of the bus; one on each side of bus.
- *Total bus* is all the exterior space, including the front, rear, sides, and top.

OTHER MEDIA





Mobile Billboards

- ◆ Mobile billboards are a cross between traditional billboards and transit advertising.
 - Advertising on the sides of tractor-trailer trucks.
 - Specially designed flatbed trucks carry long billboards up and down busy streets.
 - Local routes available on delivery trucks in large cities.



Other Out-of-Home Media

- ◆ *Electronic signs* are large displays that provide text and graphic messages, similar to those found in sports stadiums.
 - May be found in retail stores, subway trains, etc.
- ◆ Advertisers can now advertise on *parking meters* and *public telephones* in such locations as hotels, restaurants, airports, college campuses, and convenience stores.



EXHIBITIVE MEDIA



Exhibitive Media

- ◆ Specifically designed to bring customers into direct contact with products, often at the point of sale or close to it.
- ◆ Synergy of combining exhibitive media with other media can improve product or brand awareness by as much as 500%.
- ◆ Methods include *product packaging* and *trade-show booths and exhibits*.



Product Packaging

- ◆ Packaging encompasses the physical appearance of the container and includes design, color, shape, labeling, and materials.
- ◆ Attractive packaging can create an immediate relationship with the customer, influence in-store shopping decision, help set the product apart from competitors, and inform customers of the product's features and benefits.
- ◆ Packaging services marketers in four ways:
 - Protection
 - Preservation
 - Information
 - Promotion -- packaging helps build brand image



Product Packaging

- ◆ Environmentally safe packaging increases the marketer's cost of materials.
 - Especially important in international markets -- may increase cost of doing business overseas.
- ◆ Government agencies affect package design.
 - FDA and Nutrition Labeling and Education Act of 1990 imposed stricter labeling requirements for nutrition and health products.
 - Some state packaging requirements differ from federal government's.
- ◆ Packages may come in form of: wrappers, cartons, boxes, crates, cans, bottles, jars, tubes, barrels, drums, and pallets.



Product Packaging

- ◆ Package's design should be kept simple because:
 - Packaging materials cannot support high-resolution printing.
 - Intricate folding and die-cutting can be very expensive.
 - Packaging that requires exact folding and fitting often creates excessive assembly costs and leads to structural changes that most cost-effective packaging materials cannot support.
- ◆ Reasons to change a package include:
 - Product alteration or improvement
 - Substitution in packaging materials
 - Competitive pressure
 - Environmental concerns
 - Changes in legislation
 - Need to increase brand recognition



Trade Show Booths & Exhibits

- ◆ Trade shows are exhibitions where manufacturers, dealers, and buyers get together for demonstrations and discussion.
 - More than 9000 industrial, scientific, and medical shows held in U.S. each year.
 - Very important for global marketers because they may be only place where advertiser can meet the company's major international prospects.
- ◆ Construction of trade show booths and exhibits is major factor in sales promotion plans.
 - Must be simple and attractive.
 - Should have good lighting and a large visual.
 - Should provide a comfortable atmosphere to promote conversation between salespeople and prospects.



Establishing an Exhibit Booth Program

- ◆ *Planning* deals with the budget, the image of the company or brand, the frequency of shows, and flexibility of booth configuration.
 - Advertisers need to consider size and location of space; desired image or impression of the exhibit; complexities of shipping, installation, and dismantling; number of products to be displayed; need for storage and distribution of literature; use of pre-show advertising and promotion; and cost of all of these factors.
- ◆ *Budgeting* for trade shows/booths may require an extensive review of over 60 factors, including travel, living, and salary expenses of staff, booth costs, etc.



Establishing an Exhibit Booth Program (cont.)

- ◆ *Promotion* to build traffic for a trade show booth or exhibit involves sending out personal invitations, conducting direct mail campaigns, placing ads in trade publications, issuing news releases, and performing telemarketing.
- ◆ *People* staffing the booth personify the kind of service the customer can expect to receive.
 - Should be articulate, people-oriented, enthusiastic, knowledgeable about the product, and empathetic listeners.
- ◆ *Productivity* deals with the company's ability to collect and organize prospects received at trade shows.
 - Lead list is the link to future sales and augments the company's prospect database.



SPECIALTY ADVERTISING



Specialty Advertising

- ◆ A medium of advertising, sales promotion, and motivational communication employing imprinted, useful, or decorative products
- ◆ Used for many reasons
 - Thank a customer for patronage
 - Keep the name of the company in front of consumers
 - Introduce new products
 - Reinforce the name of an existing company, product, or service



Specialty Advertising

- ◆ *Promotional products*, usually imprinted with an advertiser's name, message, or logo, that are distributed free as part of a marketing communications program.
 - Over 15,000 specialty advertising promotional products distributed as marketing tools
 - Ballpoint pens
 - Coffee mugs
 - Key rings
 - Calendars
 - T-shirts
 - Matchbooks
- ◆ Consumers associate the quality of a specialty item with the organization providing it.
- ◆ Advertisers spend over \$16.5 billion per year on specialty advertising items.
 - Increased use of this medium makes it the fastest-growing of all advertising or sales promotion media



Specialty Advertising

- ◆ *Premiums* are promotional products that are typically more valuable and usually bear no advertising message.
 - Recipients must buy a product, send in a coupon, witness a demonstration, or perform some other action that is advantageous to the advertiser to receive the promotional item.
- ◆ In B2B, companies use more structured specialty promotions to improve their goodwill standing.
 - Inappropriate specialty items can backfire because they may be seen as cheap (if inexpensive) or bribery (if overly expensive).



SUPPLEMENTARY MEDIA



Directories and Yellow Pages

- ◆ Directories are published annually by phone companies, trade associations, industrial groups, etc.
 - Serve as locators, buying guides, and mailing lists.
 - Carry advertising aimed at specialized fields.
 - Ad should tell *how* to make the purchase, not why.
 - The larger the ad, the more attention it attracts.
- ◆ Often the sole advertising medium for local businesses.
- ◆ Nearly 85% of Yellow Pages revenue is derived from local advertisers.
- ◆ Many publishers offer “ride along” programs that let regional and national marketers deliver coupons and product samples along with the directories.



Emerging Media

- ◆ Videotape Advertising
 - Ads placed on the videocassette box, rather than as a commercial.
 - *Video brochures* are a type of video advertising, which advertises the product and is mailed to customers and prospects.
- ◆ *Cinema advertising* is advertising at movie theaters.
- ◆ *Product placement* occurs when an advertiser pays a fee to have a product written into the movie.
 - By getting brand appearances, companies benefit from the association with top films and big-name actors.
- ◆ ATM Advertising
 - Retailer coupons are printed on the back of ATM receipts.
 - Full-motion video ads appear on the screen while the customer waits for his transaction to be processed.
 - Other promotions, like Mastercard and Coca-Cola's collaboration on the "Coca-Cola Incredible Summer," allowed customers to win cash instantly by using special disposable ATM cards.